GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:825
ANSWERED ON:21.07.2016
Promotion of Indian Textile
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Will the Minister of TEXTILES be pleased to state:

(a) the details of the steps taken by the Government for the brand promotion of Indian Textiles and access to global marketing;

(b) whether the Government proposes to take steps for evolving public private partnership mode for making globally approved Indian brands more popular and if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a): The details are given at Annexure.

(b) & (c): However, Ministry of Textiles is promoting global recognition of various certification marks such as Handloom mark and Silk Mark and traditional products such as Baluchari Silk, Jamdani Cotton, Chanderi Saree, Pochhampally Ikat, tie-dye, etc. Indian brands who are planning to venture overseas can capitalize this marketing support by including such marks and products in their offering to international customers.

Annexure

Ministry of Textiles (MoT) has taken 2 major steps in the direction of promoting Indian textiles as a brand in international market. They are:-

i. Annual Marketing Plan:
MoT has developed a comprehensive and integrated Annual Marketing Plan in association with 11 sector Export Promotion Councils (EPCs) to promote Indian textiles in the world.
The various ongoing marketing initiatives are synergized in the Marketing Plan and specific approach has been taken for traditional, emerging and other important markets. The key features of this Plan are:-

1. A common umbrella brand will be created for Indian Textiles. This would be done by:-
a. Showcasing fibre to fashion products in Indian pavilion
b. Organizing road shows in tandem with the ongoing event
c. Organizing India Eve (B2B meetings) after business hours of event
2. A standard plan for doing pre-fair and post fair activities has been developed to be implemented by Export Promotion Councils. A Senior Ministry of Textiles representative will accompany the delegation to ensure its implementation.
3. An international media agency will be hired to ensure industry participation during road shows and India Eve. The agency will be responsible for running proper media campaign before the event and also ensure wide media coverage.

ii. Annual Mega Event "Textiles India":-

Ministry of Textiles shall be organizing an annual mega event titled "Textiles India" covering the entire value chain i.e. from fibre to

fashion.
The event will have three components:

a) Technical Conference titled "Advantage India: Sourcing Destination for The World":- The conference will bring renowned national and international speakers and delegates to one platform to establish India's relevance in global textile sourcing, key issues and way forward to achieve high growth. The conference will cover various facets of the sector like skilling, branding, financing, technology upgradation, etc.

b) Mega Exhibition: Mega exhibition will cover all sub-segments of textiles manufacturing value chain, from fibre to fashion. It is expected that there will be 800 to 1,000 Indian exhibitors participating in the event. About 2,500 international buyers and 1,000 Indian high volume retail buyers are expected to attend this mega event. International participants are being invited from the countries such as USA, U.K., Germany, France, Japan, Canada, Spain, UAE, China, Bangladesh, Turkey, Taiwan, etc.

c) Allied events: In addition to core exhibition and stakeholder conference, allied events such as Fashion shows, Thematic displays, Cultural programmes and best display and design awards, etc. will also be organized.

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